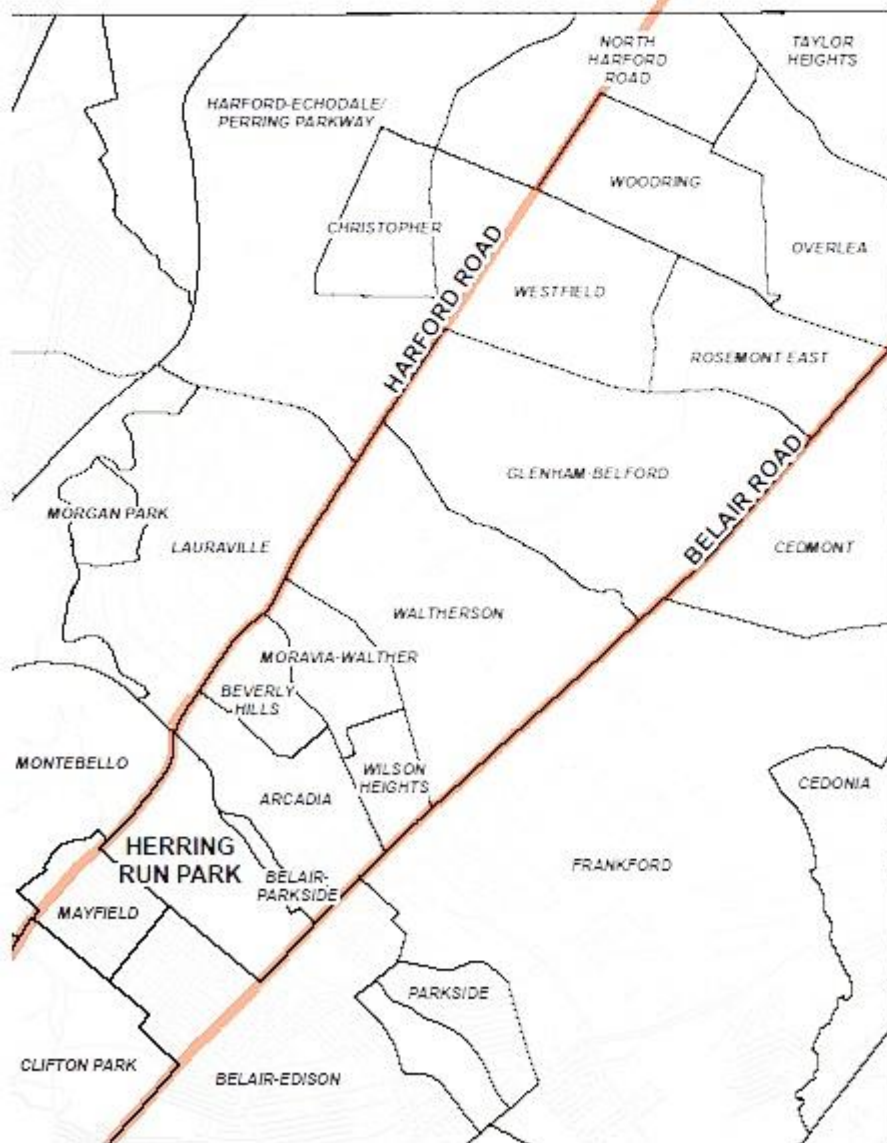


# BELAIR ROAD CORRIDOR STUDY PROJECT MANAGER RFP



# **REQUEST FOR PROPOSALS**

## **BELAIR ROAD CORRIDOR STUDY PROJECT MANAGER**

RFP Issue Date: 11-1-2010

Proposals Due: 12-1-2010

**Issued by the Department of Planning  
On behalf of the Mayor and City Council of Baltimore**

## Table of Contents

Plan Area .....	Page 3
Purpose of Request for Proposals .....	Page 3
Purpose of the Study .....	Page 3
Planning Process .....	Page 3
Proposal Content.....	Page 4
Deliverables.....	Page 4
Interview and Evaluation Procedures.....	Page 5
Schedule of Events.....	Page 5
Rights Reserved and Administrative Information.....	Page 5

### Accompanying Information:

Exhibit A – Belair Road Corridor Map  
Exhibit B – Project Scope & Deliverables

## **I. PLAN AREA**

The Belair Road Corridor Study area is bounded by Elmley Avenue at its southern end and terminates at Interstate 695 in Baltimore County. The study area is 6 miles in length and comprises many commercial, residential, and mixed-use nodes and properties. The study area runs through many neighborhoods, such as Belair-Edison, Frankford, Glenham-Belford and Overlea. (See map exhibit A)

## **II. PURPOSE OF REQUEST FOR PROPOSALS**

The City of Baltimore Department of Planning, on behalf of the Mayor and City Council of Baltimore (the “City”), seeks proposals for a Project Manager to oversee the development of the Belair Road Corridor Market Analysis and Redevelopment Study.

## **III. PURPOSE OF THE STUDY**

Baltimore City and County aim to develop a strategic plan for the revitalization and redevelopment of Belair Road, based on a market analysis, physical form analysis, inventory of businesses and vacancies, and stakeholder input. In particular, the City/County are interested in determining the feasibility of and appropriate strategies for:

- integrated development between the City and the County;
- redevelopment of large vacant parcels;
- revitalization of commercial properties throughout the corridor and improving the general appearance and functionality of Belair Road;
- strengthening the commercial nodes in the Belair-Edison, Gardenville, and Overlea areas;
- attracting new retail development;
- better serving the needs of residents; and
- enhancing open space and the sense of place on Belair Road.

## **IV. PLANNING PROCESS**

- A. Baltimore City Department of Planning, in conjunction with Urban Land Institute (ULI) Baltimore and Baltimore County Department of Economic Development, is developing a strategic plan for redevelopment and revitalization of the Belair Road corridor. Baltimore City, Baltimore County and ULI are identifying stakeholders to participate in the planning process and the role of the Project Manager is to coordinate among various entities to 1) conduct a ULI Technical Assistance Panel (TAP) program (see below) and 2) ensure timely completion of the final study.

The ULI Technical Assistance Panel (TAP) program assembles experts in the real estate, planning and development fields to collaborate on complex land use and redevelopment projects. Panel members may include developers and land owners,

investors, designers, planners, engineers, market and financial analysts, as well as members of the public sector. These experts volunteer their time for a one or two day working session, analyze the re-use potential of existing properties, and identify key economic and management issues relating to public/private land use projects. At the conclusion of the TAP, a summary of the presentations and recommendations will be presented in a ULI TAP Report.

- C. The City and County's Departments of Planning and Economic Development staff will provide expertise in background data and information, contacts and relevant stakeholders, and final study review and comment.
- D. The TAP will occur in February 2011.
- E. The draft report will be submitted to the City of Baltimore on 4/30/2011, the final report will be submitted to the US Economic Development Agency (EDA) on 6/30/2011.

#### IV. PROPOSAL CONTENT

Proposals should provide a clear and concise demonstration of the respondent's capability to manage all aspects of project management for the corridor study. The proposal should include a timeline with a resources-needed plan that can fulfill the required target dates in Exhibit B.

Firms are required to submit the following information in sufficient detail to enable the Department of Planning to give consideration to the proposal. Such information should include, but not necessarily be limited to:

- A. **Team and Qualifications.** Detailed narrative statement describing the previous experience of the respondent and project team, especially with regard to projects that are relevant to the issues specified and resumes of the project team.
- B. **Experience with previous projects.** A list of examples of relevant projects and previous economic and or market analysis undertaken by the respondent.
- C. **References.** Letters from previous or current clients.
- D. **Cost proposal.** Breakdown of costs and related tasks to the management of the project. The maximum award for this RFP is \$10,000.

#### DELIVERABLES

- A. Project Coordination (Dec 2010 – March 2011)
  - Coordinate scope of work and schedule with Department of Planning
  - Facilitate coordination between City/County staff and Baltimore ULI

- Collate community-based stakeholders from various sources
  - Identify TAP members with ULI
  - Secure location and other event planning logistics for TAP workshop (Agenda, materials, outreach, etc)
- B. Background Analysis (Dec 2010 – Feb 2011)
- Collect necessary background information, including demographics and market data, an inventory of businesses and vacancies, and physical characteristics of the study area, for final report and TAP members
  - Coordinate meetings with and among identified stakeholders in preparation for TAP
  - Assemble background information for TAP panelists and distribute in advance of workshop
- C. TAP workshop (2 day workshop, Feb 2011 Date to be finalized)
- Coordinate onsite logistics for program participants
  - Moderate sessions to ensure workshop deliverables are on track for completion
  - Help generate final recommendations
- D. Submit final corridor plan report (April 2011)
- Coordinate production of draft report with report writer
  - Revise report and finalize production according to budget

## V. INTERVIEW AND EVALUATION PROCEDURES

- **Review/Advisory Panel.** The Department of Planning will organize a review panel to evaluate the proposals which includes conducting interviews of the potential firm/consultant. The panel could include members of the Department of Planning, the Baltimore Development Corporation, and possibly representatives from other city, county and state agencies.

## VI. SCHEDULE OF EVENTS:

Issue Date: 11-1-10

Proposals Due: 12-1-10

Interviews: 12-5-10 to TBD

Consultant Selected by Dec 15

Anticipated Award Date by Board of Estimates: December 2010.

**Please note above dates and times are subject to change**

## VII. RIGHTS RESERVED AND ADMINISTRATIVE INFORMATION

### A. Rights Reserved By the Department of Planning

- Should it become necessary to revise any part of this RFP, provide additional information necessary to adequately interpret provisions and requirements of this

RFP, or respond to written inquiries concerning the RFP, the Department of Planning reserves the right to issue an Addendum to the RFP to all respondents who received the initial RFP.

- The Department of Planning reserves the right to extend the Due Date by a reasonable time.
- Department of Planning reserves the right to request additional information from any or all prospective firm/consultants, if necessary, to clarify that which is contained in the proposals.

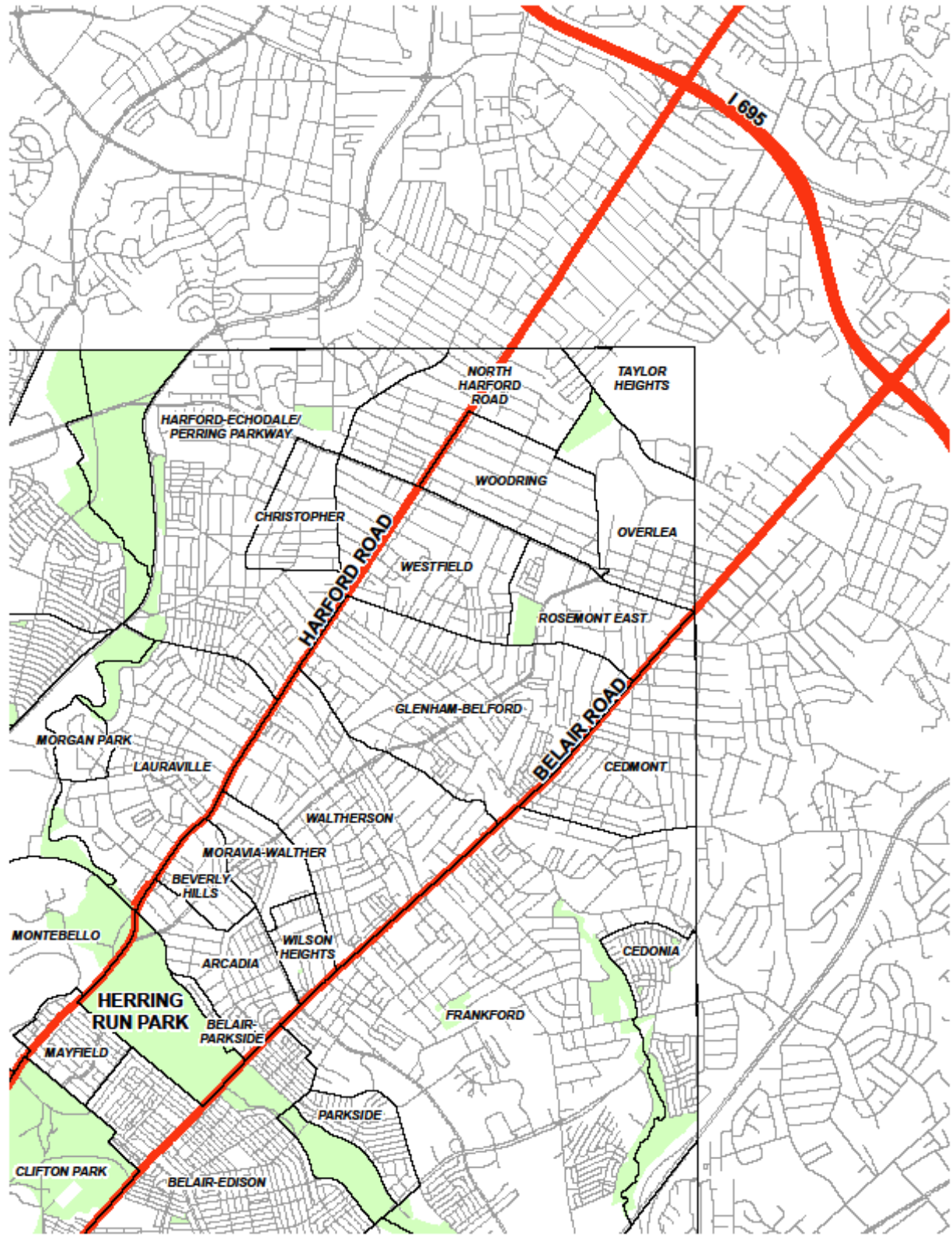
**THE FOLLOWING DOCUMENTS WILL BE PROVIDED.**

Exhibits follow. These exhibits are for information purposes only and bind neither City nor the Department of Planning.

**END OF RFP DOCUMENT**

## **EXHIBIT A**





## **EXHIBIT B**

### **Baltimore City Belair Road Corridor Study - Scope, Completion Date**

<b><u>1st Quarter Scope</u></b>	<b><u>Deliverables</u></b>	<b><u>Completion Date</u></b>
Create and Issue RFP	Issued RFP	10/30/2010
<b><u>2nd Quarter Scope</u></b>	<b><u>Deliverables</u></b>	<b><u>Completion Date</u></b>
Review Responses from Proposals	Selected Consultant	12/5/2010
Select Consultant	Contract Approved	12/15/2010
Develop Scope of Work		1/31/2011
<b><u>3rd Quarter Scope</u></b>	<b><u>Deliverables</u></b>	<b><u>Completion Date</u></b>
Community/Stakeholder Meetings	Meetings/Discussion Groups	Feb 2011
Conduct TAP	Workshop	TBD (Feb-Mar 2011)
Draft Corridor Study	Draft Report	4/30/2011
<b><u>4th Quarter Scope</u></b>	<b><u>Deliverables</u></b>	<b><u>Completion Date</u></b>
Final Report	Final Report	6/30/2011